

Fashion Calendar 1948

126/48

JANUARY

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WEEK OF



FEBRUARY

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DECEMBER

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, JANUARY 23, 1948

Now Showing- Feb. 4	<p><u>SUMMER COLLECTIONS</u> <u>FOR JUNIORS</u> The following Junior Dress Creators of N.Y., Inc. (members of New York Dress Institute) will present their Summer lines: <u>NOW SHOWING</u> Babs Junior International Junior John Irwin Dresses Joanne Jr.-Zinn Bros. Silver Junior</p> <p><u>MONDAY, JANUARY 26</u> Arkay Junior Frocks</p>	<p><u>JUNIOR DRESS CREATORS</u> <u>OF NEW YORK, INC.</u> The following Junior Dress Creators of N.Y., Inc. (members of New York Dress Institute) will present their Summer lines: <u>TUESDAY, JANUARY 27</u> Mairell Junior Young American Deb</p> <p><u>MONDAY, FEBRUARY 2</u> Horwitz and Duberman Margot Dresses Modern Age Junior</p> <p><u>WEDNESDAY, FEBRUARY 4</u> Ira Rentner-Miller</p>	<p><u>INDIVIDUAL MFRS.</u> <u>SHOWROOMS</u></p>
By appointment only. For reservations, contact individual manufacturers.			

Now Showing- Feb. 12	<p><u>FOGA TO SHOW</u> <u>SUMMER LINES</u> <u>NOW GOING ON</u> Deitsch, Wersba & Coppola, Inc. International Dress Co. C.H.D. Robbins Co.</p> <p><u>MONDAY, FEBRUARY 2</u> Carlye Dress Corp. A. Goodman & Co., Inc. Horwitz and Duberman, Inc. Morris & Marcus</p> <p><u>TUESDAY, FEBRUARY 3</u> William Bass Dress Co. Fred Greenberg Dress Co. Inc. Junior League Frocks, Inc. David Leonard & Levine, Inc. Ben Reig, Inc. Herbert Sondheim, Inc.</p> <p><u>WEDNESDAY, FEBRUARY 4</u> Parnis-Livingston Janet Taylor</p>	<p><u>FASHION ORIGINATORS'</u> <u>GUILD OF AMERICA, INC.</u> <u>THURSDAY, FEBRUARY 5</u> Ben Barrack, Inc. Capri Frocks, Inc. Charles Lang, Inc.</p> <p><u>SATURDAY, FEBRUARY 7</u> Paul Sachs Originals, Inc.</p> <p><u>MONDAY, FEBRUARY 9</u> Martin Simon, Inc.</p> <p><u>TUESDAY, FEBRUARY 10</u> Fox-Brownie, Inc. Ed Gerrick, Inc. Joseph Halpert, Inc. Kaplan & Grabois, Inc. Frank Starr, Inc. Suzame-Augustine, Inc.</p> <p><u>WEDNESDAY, FEBRUARY 11</u> Hannah Troy, Inc.</p> <p><u>THURSDAY, FEBRUARY 12</u> Mary Lee, Inc.</p>	<p><u>MANUFACTURERS'</u> <u>SHOWROOMS</u></p>
Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.			

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Jan. 23- Jan. 30	VICTORIAN AND EDWARDIAN FASHION SKETCHES Studies depicting styles and fashions as seen by the artist Arthur Keller, during his life (1867-1924) and including figures of the 17th and 18th Centuries. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

WEEK BEGINNING MONDAY, JANUARY 26, 1948

Monday Jan. 26 1:00 P.M. Luncheon	"MIDWINTER HOLIDAY" FASHION PRESENTATION Luncheon fashion showing of "Midwinter Holiday" fashions that graphically answer your question--"What To Take Where?" Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL IRIDIUM ROOM
Monday Jan. 26 4:30 P.M. Cocktails	"NEW "TOY-LET-RIES" FOR YOUNGER SET Cocktail party for press to introduce new "Toy-Let-Ries" for fun and good grooming for the younger set--"Little Lady Go Round" and "Little Lady Bubble Tub." By invitation only. Contact: Harriet Romain, CI. 5-5232.	HELEN PESSL INC. (785 - 5TH AVE.)	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Monday Jan. 26	SHOWINGS OF TOWN AND COUNTRY COTTONS Blouses and shirts, jackets and skirts in cotton separates for town and country wear during late Spring and early Summer. For press during week of Jan. 26. For buyers during week of Feb. 2. By appointment. Contact: Cecile Kaye, WI. 7-0980.	ALICE STUART BLOUSES	525 SEVENTH AVENUE 5TH FLOOR
Monday Jan. 26- Feb. 2	NATIONAL FUR CARE WEEK National Fur Care Week will be dramatized by a series of meetings and events planned to awaken women to the necessity of being considerate of their furs. By invitation. Contact: Ahbe Treu, LA. 4-6788.	HARRY JAY TREU, INC.	147 WEST 35TH ST. 18TH FLOOR
Beginning Monday Jan. 26	LONDON HAUTE COUTURE COLLECTIONS Mon., Jan. 26: Hardy Amies, Peter Russell Tues., Jan. 27: Angele Delanghe, Molyneux Wed., Jan. 28: Worth, Norman Hartnell Thurs., Jan. 29: Victor Stiebel (of Jacquar), Digby Morton Fri., Jan. 30: Bianca Mosca, Charles Creed Admission is by invitation only. Cards are issued by the Member Houses to whom application should be made. Contact: Lilian Hyder, Incorporated Society of London Fashion Designers, 193 Regent St., London, W1. (Telephone: Regent 3816).	INCORPORATED SOCIETY OF LONDON LONDON FASHION DESIGNERS ENGLAND	
Tuesday Jan. 27 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Fourth annual "March of Dimes" Fashion Show, a 1948 "Picture of Spring" showing for the benefit of The National Foundation For Infantile Paralysis, presented by the N.Y. Dress Institute Couture Group. Color photography by celebrated fashion photographers will set the theme for these fashions. Script by Inez Robb. Staged by Lester Gaba. Price of tickets: \$25.00. Contact: Mrs. Schwab, BE. 3-0500. Press by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 27 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Sonia will present her afternoon, cocktail, dinner, evening, and formal fashions; and dressmaker and costume suits. Hats, bags, accessories by Rose Sapphire. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Contact: Sonia, PL. 3-8241. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SONIA GOWNS (15 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 27 4:00 P.M.- 6:00 P.M.	SPRING AND SUMMER FASHIONS FOR PRESS Palter de Liso will present his Spring and Summer shoe fashions during cocktails at the Garden of the Hotel Ambassador. By invitation only. Publicity: Shirley Robins, GR. 7-9100.	PALTER DE LISO	HOTEL AMBASSADOR PARK AVE. & 51ST ST.
Tuesday Jan. 27 4:00 P.M.- 6:30 P.M. Cocktails	PREVIEW OF NEW MEN'S ENGLISH TOILETRIES Kent of London will present their new men's English toiletries "Castle of London" to the press during cocktails. Attendance by invitation only. Publicity: Arthur Cooper, International Counseling, 57 Williams St., WH. 3-3140.	CASTLE OF LONDON	THE COLONY MADISON AVE. & 61ST ST.
Wednesday Jan. 28 10:00 A.M. Coffee & Brioche	PRESS PREVIEW OF SUMMER COLLECTION David Westheim will present his "Summer Songs" collection to the press. Also, a special small print group, "French Impressions", based on three great French impressionist paintings. Attendance by invitation only. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863.	DAVID S. WESTHEIM	1400 BROADWAY SHOWROOM
Wednesday Jan. 28 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Ready-to-wear and custom-order millinery will be presented by Milgrim during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 28 1:00 P.M. Luncheon	"ORIGINALA" COATS IN STROOCK FABRICS "Originala" Coats in Stroock fabrics for Spring, Cruise, and early Summer will be presented during luncheon. Hats by Laddie Northridge. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Nat Bader, at Original Modes, BR. 9-8989. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, RE. 4-5900.	ORIGINAL MODES CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 28 3:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Showing of hats for the new season by Germaine Vittu. Presentation by Mme. Paule Madoc. Attendance by invitation only. Publicity: Anna T. Moore, GR. 3-6000, Ext. 421.	GERMAINE VITTU	509 MADISON AVENUE SALON (SUITE 908-10)
Wednesday Jan. 28 5:15 P.M. Cocktails	SHOWING OF FASHIONS BY HOWARD GREER Press showing of the Spring and Summer collection by Howard Greer. Mr. Greer will comment on the show. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD AND TAYLOR	5TH FLOOR BIRDCAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 29 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Herbert Sondheim will present his Summer Line to the press. Attendance by invitation only. Publicity: Annette DuBois of Carl Reimers, BR. 9-9570.	HERBERT SONDSHEIM	530 SEVENTH AVENUE SHOWROOM
Thursday Jan. 29 4:00 P.M. - 6:00 P.M. Cocktails	"COTTON PICKIN' PARTY" FOR THE PRESS Press preview of new Summer lines, featuring nationally famous fabrics designed especially for these three firms. Showing from 4:00 P.M. to 5:00 P.M. By invitation only. For reservations, contact: Barbara Cobell of Kenneth R. Williams, LO. 5-2626.	ARKAY JR.; MARGOT DRESSES: JUNIOR FORMALS	498 SEVENTH AVENUE MARGOT SHOWROOM
Friday Jan. 30 2:00 P.M. Cocktails	PRESS PREVIEW: MEN'S CUSTOM CLOTHING: Sixty-eighth Annual Style Showing of men's fashions for the future by the Custom Tailors and Designers Association of America (U. S. and Canada). Accessories by allied trades. Women's clothing will also be shown. By invitation only. Publicity: Alan Peek, PL. 5-1861.	CUSTOM TAILORS AND DESIGNERS ASSN. OF AMER.	WALDORF-ASTORIA SUITE 4M
Friday Jan. 30	FRANKLIN D. ROOSEVELT'S BIRTHDAY--Memorial concert at Waldorf-Astoria, Grand Ballroom, 8:30 P.M. Contact: Kay Gellert, CO. 5-7460.		
Monday Feb. 2 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Dorothy Abel will present a showing of Spring millinery by Peter Bondi, Inc. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PETER BONDI; DOROTHY ABEL	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Feb. 2	PRESENTATION OF SPRING AND SUMMER LINES Frances Sider will present her new fashions for Summer 1948, including bathing suits, beachwear, playclothes and blouses. Continuous showing daily from 10:00 A.M. to 4:00 P.M. Contact: Ann Rabin, BR. 9-3790.	FRANCES SIDER	1384 BROADWAY SHOWROOM
Beginning Monday Feb. 2	OPENING OF SUMMER LINES These will be the only Summer lines to be shown by the Sportswear Guild, consistent with the policy of showing a single collection each season.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	<u>MONDAY, FEB. 2</u> Star-Maid Dresses <u>TUESDAY, FEB. 3</u> Adler & Adler Kane-Weill Contact individual manufacturers.	<u>WEDNESDAY, FEB. 4</u> Davidow David M. Goodstein Mutual-Rosenbloom	<u>THURSDAY, FEB. 5</u> Charles W. Nudelman Zoltan Rosenberg Sport-Craft
Tuesday Feb. 3 1:00 P.M. Luncheon	"FASHIONS FOR THE LOLLYPOP SET" Showing of fashions for children from two to eight years old -- "The Lollypop Set". Commentator: Dorothy Stote, editor, "Infants and Children's Wear". Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Dora Miller, LO. 3-4285. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	INTERNATIONAL FASHIONS	RITZ CARLTON HOTEL OVAL ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 3 3:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF BACKGROUND BERMUDA "Preview of Background Bermuda", will feature new Spring shades in Dancing Twins Seam-free Nylons. Accessories to be shown are Baar and Beards Scarves, Devastating Perfume, Wear-Right Gloves, Lissner Jewelry, Coro Pearls, Johansen Bros. Shoes, and Harriet Hubbard Ayer Lipstick. Showing at 4:00 P.M. Settings and direction: Lester Gaba. Attendance by invitation only. Publicity: Adele Gilruth, LO. 4-5400.	SCOTT & WILLIAMS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Feb. 4 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION "This Spring It's Fragile Femininity"--new fashions by Arnold Constable during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Publicity: Hazel Stewart, CA. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 4 1:00 P.M. Luncheon	"PASTEL-TINT" LUNCHEON FASHION PRESENTATION "Pastel-Tint" fashion show introducing a new Coty product, with fashions by leading designers including American Fashion Critic Award Winners. Press by invitation. Public by reservation. For reservations, contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Coty Publicity: Eleanor Lambert, PL. 5-8580. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, RE. 4-5900.	COTY	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 4 2:30 P.M.	SHOWING OF SPRING COATS AND SUITS Altman's will present a showing of misses' coats and suits. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Feb. 4 4:30 P.M. Cocktails	PRESS SHOWING OF SUMMER COLLECTION Adler & Adler's Summer collection will be presented to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM
Wednesday Feb. 4 9:00 P.M.	"SUITED TO EACH OTHER" BENEFIT SHOWING Alex Bennett Kahn will present a fashion show with a plot, built around 1948 custom creations for men, for the benefit of Madison Square Boys Club of New York. Press by invitation. Public by reservation. (Reservations \$10.00, including tax). For tickets, contact: Albert B. Hines, LE. 2-5751, or Chauncey Hunter, PL. 3-6541.	CUSTOM TAILORS & DESIGNERS ASSOC. OF AMER.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Feb. 4- Feb. 24	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: Feb. 4: Lelong, Vramant, Maguy, Schiaparelli, Griffe, Drecoll, Dior, Desses, Lecomte; Feb. 5: Balmain, Carpentier, Patou, Molyneux, Andreu, Carven, Lafaurie, Lanvin; Feb. 6: Rochas, Vramant, Manguin, Raphael, Dormoy, Fath; Feb. 7: Gres, Callot Soeurs, Paquin, Balenciaga, Rouff; Feb. 8: Montaigne, Figuet, de Rauch, Bruyere; Feb. 10: O'Rossen, Heim, Clarence, Beaujeu, Ledoux, Ricci; Feb. 11: Worth, Lambert, Hermes, a la Pensee, Farrel, Borea; Feb. 12: Sylvain, Duverne, de War, Mendel; Feb. 13: Caliate, Patton; Feb. 14: Gerot, Blatt; Feb. 16: Constant; Feb. 17: Heim Jeunes Filles, Eliane, Manasse; Feb. 18: Alexandre; Feb. 19: Baillie; Feb. 24: Martin.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 5 4:00 P.M.- 6:00 P.M. Cocktails	INFORMAL COCKTAIL PARTY FOR EDITORS Cocktail showing, at the Tapestry Room of the Park Lane Hotel, of "Beautiful Bryans" stocking fashions. Attendance by invitation only. Publicity: Yvonne McHarg, WI. 2-8200.	BRYANS OF CHATTANOOGA	PARK LANE HOTEL PARK AVE. & 48TH ST.
Feb. 6	BOY SCOUT ANNIVERSARY WEEK.		
Monday Feb. 9 1:00 P.M. Luncheon	"SPRING PRELUDE" FOR TALL GALS Peg Newton will present a Spring wardrobe for "Tall Gals" including coats and suits, and sports, afternoon, evening and dinner dresses. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Publicity: Donna Cannon, PL. 8-1564. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL IRIDIUM ROOM
Monday Feb. 9- Feb. 12	ANTIQUE BABY LAYETTE ON DISPLAY Chicopee will exhibit at Macy's baby fashions around the world and through the years--150 pieces of old-fashioned baby clothes, showing what not to put on the baby today. A free booklet, "Common Sense in Dressing Baby" will be distributed. Open to public. Dir. of Advisory Service: Virginia Skinner, BA. 7-9000. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431.	CHICOPEE SALES CORP.	MACY'S NEW YORK 4TH FLOOR
Tuesday Feb. 10 12:30 P.M. Luncheon	VALENTINE LUNCHEON AND PRESS PREVIEW Valentine Luncheon and press preview of McCampbell and Company fabrics in costumes by leading American designers. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MCCAMPBELL & COMPANY	HOTEL PLAZA GRAND BALLROOM
Tuesday Feb. 10 2:30 P.M.	PRESS PREVIEW OF READY-TO-WEAR Harriette Harra, ready-to-wear designer for Stein and Blaine, will present her collection of Spring and Summer fashions. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	STEIN & BLAINE	15 WEST 57TH STREET
Wednesday Feb. 11 11:00 A.M.	PRESS PREVIEW: NEW SUMMER COLLECTION Mary Lee, Inc. will present Adele Simpson's new Summer collection to the press. Attendance by invitation only. Publ.: Eleanor Lambert, PL. 5-8580.	MARY/LEE, INC.	530 SEVENTH AVENUE SHOWROOM
Wednesday Feb. 11 1:00 P.M. Luncheon	NEW SPRING NAVY AT LUNCHEON SHOW "Polka Dots And Checks Launch Spring Navy"--Russeks Fifth Avenue salutes new Spring Navy with a salvo of polka dots and checks in coats, suits and dresses. Press by invitation. Public by reservation. For reservations, contact "Frank," headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Feb. 11	ASH WEDNESDAY.		
Feb. 11	DOG SHOW IN NEW YORK (Feb. 11-Feb. 12) at Madison Square Garden.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 12 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: FIVE CENTURIES OF SILVER Georg Jensen, Inc. presents the Francis Fowler collection of one-half million dollars worth of silver, including decorative pieces and table-wear in European antique; American and Danish Modern. By invitation only. Open to public from Feb. 13 to Feb. 21. Publicity: Martha Swigart, EL. 5-6630.	GEORG JENSEN, INC.	5TH AVE. & 53RD ST. 2ND FLOOR
Feb. 12	LINCOLN'S BIRTHDAY (Thursday) -- Banks will be closed.		
Friday Feb. 13 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Altman's will present a variety of fashions which retail under fifty dollars. Open to public. Publicity: Etta Daub, MU.9-7000.	B. ALTMAN & CO.	3RD FLOOR
Feb. 14	VALENTINE'S DAY (Saturday)		
Saturday Feb. 14 11:00 A.M.	"HEART THROB" FASHIONS FOR TEENS Valentine's Day teen-age fashion show with clothes modeled by local high school girls, showing complete wardrobes and new coats and suits for teens. Guest commentator: Betty Betz, N.Y. Journal American. Show produced by Oppenheim Collins' Teen-Age Consultant, Rita Budd. Open to public. Publicity: Evelyn Mandl, TR. 5-4700.	OPPENHEIM COLLINS BROOKLYN	3RD FLOOR
Feb. 14	NATIONAL SPORTSMEN'S SHOW IN NEW YORK (Feb. 14-Feb. 22)		
Monday Feb. 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of custom-order fashions by Irene de Sancy during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	IRENE DE SANCY	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Feb. 17 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Peg Fischer will present her Spring millinery collection during luncheon. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Feb. 18 12:30 P.M. Luncheon	PRESS PREVIEW: CUSTOM- ORDER MILLINERY Spring and Summer custom-order millinery, designed by Tatiana du Plessix, will be presented to the press by Saks Fifth Avenue. By invitation only. Publicity: Helen Kauper, PL. 3-4000, Ext. 141.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Wednesday Feb. 18 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW Shoes and accessories by I. Miller at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Publicity: Benjamin Franklin, BR. 9-2000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 19 12:30 P.M. Luncheon	LEAP YEAR LUNCHEON A Leap Year luncheon at the Park Lane Hotel, Petit Salon, for the news- paper and magazine press with "Favors to Fetch a Fellow's Fancy." Attendance by invitation only. Publicity: Pauline Parker, CH. 4-3000.	TEK HUGHES, INC. (HUGHES BRUSHES)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Thursday Feb. 19 1:00 P.M. Luncheon	"FROM HEAD TO TOE" FASHION SHOW Lewis Purses will present daytime, evening and sport handbags during luncheon. This "From Head to Toe" showing will also include dresses, gloves and shoes. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Lewis Publicity: Alexandre Tarsaidze, MU. 5-0960. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	LEWIS PURSES, INC.	HOTEL PLAZA TERRACE ROOM
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Sunday).		
Feb. 23	LEGAL HOLIDAY (Monday) TO CELEBRATE WASHINGTON'S BIRTHDAY--Stores closed.		

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Tuesday Feb. 24	<u>FIRA BENENSON</u> At 11:00 A.M.	37 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday Feb. 24	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: AUDREY DAVIS	CI. 7-4300
Wednesday Feb. 25	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Feb. 25	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: KAY INGLIS-JONES	PL. 3-3410
Thursday Feb. 26	<u>OLDRIC ROYCE</u> At 11:00 A.M.	18 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248
Thursday Feb. 26	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Monday March 1	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: Helen Kauper	PL. 3-4000
Tuesday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Wednesday March 3	<u>STEIN AND BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Thursday March 4	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday March 9	<u>ALICE OROVAN</u> At 2:30 P.M.	785 FIFTH AVE.	PUBL.: NONA JAMES	VO. 5-3440

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 24 1:00 P.M. Luncheon	SHOWING OF SPRING AND SUMMER MILLINERY Luncheon showing of Walter Florell's Spring and early Summer millinery. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Miss Jeanne, PL. 5-0806. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Feb. 25 9:15 A.M. Breakfast	PRESS BREAKFAST AND FASHION SHOW Preview of Macy's new Spring fashions will be presented to the press during breakfast. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Feb. 25 2:30 P.M.	DESIGNERS' COLLECTIONS AT FASHION SHOWING Altman's will present a showing of fashions by about 12 leading designers. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Tuesday March 2- March 3	SEMI-ANNUAL LEATHER SHOW Thirty-second semi-annual leather show, with 86 booth spaces allotted to members of the Council who will participate. Exhibit at Waldorf- Astoria in Jade Room, Astor Gallery, Grand Ballroom, and adjoining ballrooms. Publicity: Mr. J. L. Nelson, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	WALDORF-ASTORIA
March 28	EASTER SUNDAY		

F A S H I O N J O B S

JOBS WANTED

PUBLICITY DIRECTOR. Excellent exp. in promotional planning, advg., fashion analysis & shows, merchandising, writing business & fashion articles. JW625

FASHION ASSISTANT for agency, magazine, mfr., or store. Exp. fashion copy & publicity for consumer & trade publications & stores; Market exp. JW626

JOBS WANTED

FASHION WRITING & CONTACT WORK. Exp. movie & fashion publicity; adv. copy; fashion editor, supervising photography. Minimum salary \$75. JW628

PUBLICITY AGENCY. Young man, 2 yrs. exp. top-flight agency; fashion & all phases promotion. Offers initiative, ambition, enthusiasm, and ability. JW627

WHEN CONTACTING A BOX NUMBER,
PLEASE REFER TO THAT NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

PRICE OF 4-LINE INSERTION

Job Wanted.....\$2.50
Job Available.....\$5.00

(4 lines of 39 characters per line)

Deadline: Tuesday at 5:00 P.M.

Check or money order must accompany
all job insertions.

MUSIC...MOVIES...THEATRE

- Friday
Jan. 23 PREMIERE: "TREASURE OF THE SIERRA MADRE" (Movie) STRAND THEATRE, B'WAY & 47TH
Warner Brothers dramatic adventure about a search for gold in Mexico, with
Humphrey Bogart, Walter Huston, Tim Holt, Bruce Bennett. Producer:
Henry Blake. Director: John Huston. Settings: Fred M. MacLean.
Publicity: Eve Siegel, CI. 6-1000.
- Monday
Jan. 26- METROPOLITAN OPERA PRESENTATIONS METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Jan. 31 Mon., Jan. 26: LA GIOCONDA (Ponchielli). Wed., Jan. 28: DER ROSENKAVALIER
(Strauss). Thurs., Jan. 29: (Mat.) GOETTERDAEMMERUNG (Wagner).
Thurs., Jan. 29: (Eve.) IL BARBIERE DI SIVIGLIA (Rossini). Fri., Jan. 30:
RIGOLETTO (Verdi). Sat., Jan. 31: (Mat.) LA BOHEME (Puccini).
Sat., Jan. 31: (Eve.) MANON (Massenet). Publ.: Margaret Carson, PE. 6-1200.
- Monday
Jan. 26 D'OYLY CARTE OPERA COMPANY CENTURY THEATRE, 7TH AVE. & 58TH ST.
A new program of Gilbert & Sullivan will be presented each week:
Jan. 26: THE GONDOLIERS; Feb. 2: THE YEOMEN OF THE GUARD; Feb. 9:
PATIENCE. Publicity: Leo Freedman, CH. 4-7250.
- Tuesday
Jan. 27 OPENING: "THE LAST DANCE" BELASCO THEATRE, 44TH ST. W. OF B'WAY
Theatre Associates, Inc., present the James Russo and Michael Ellis
production of the Peter Goldbaum and Robin Short adaptation of Strindberg's
satire "Dodsencen", starring Oscar Homolka and Jesse Royce Landis with
Philip Bourneuf. Director: John O'Shaughnessy. Settings and costumes:
Ralph Alswang. Publicity: Samuel Friedman, CH. 2-8048.
- Wednesday
Jan. 28 OPENING: "LOOK, MA, I'M DANCIN'!" ADELPHI THEATRE 54TH ST. E. OF B'WAY
George Abbott musical comedy about a ballet troupe on tour, with Nancy
Walker, Harold Lang, Janet Reed, Alice Pearce, Loren Welch, and Katherine
Sergaba. Book by Jerome Lawrence and Robert E. Lee. Directors: George
Abbott and Jerome Robbins. Settings: Oliver Smith. Costumes: John Pratt.
Publicity: Richard Maney, WI. 7-6939.
- Wednesday
Jan. 28 PREMIERE: "NIGHT SONG" (Movie) RKO PALACE THEATRE, B'WAY & 47TH ST.
RKO Radio Pictures adaptation of the story by Dick Irving Hyland about
a blind composer and the woman who helps him to fame, starring Dana Andrews,
Merle Oberon, Ethel Barrymore, Hoagy Carmichael, and Artur Rubinstein.
Producer: Harriet Parsons. Director: John Cromwell. Settings: Darrell
Silvera and Joseph Kish. Costumes: Orry-Kelly. Publicity: Rutgers
Neilson, CO. 5-6500.
- Wednesday
Jan. 28 PREMIERE: "YOU WERE MEANT FOR ME" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
20th Century-Fox musical comedy about the gay '20's, starring Jeanne Crain,
Dan Dailey, Oscar Levant. Producer: Fred Kohlmar. Director: Lloyd Bacon.
Settings: Thomas Little and Paul S. Fox. Costumes: Kay Nelson. Publicity:
Jeannette Sawyer, CO. 5-3320.
- Thursday
Jan. 29 PREMIERE: "A WOMAN'S VENGEANCE" (Movie) WINTER GARDEN, BROADWAY & 50TH ST.
Universal drama of romance and intrigue based on Aldous Huxley's story
"The Gioconda Smile" starring Charles Boyer, Ann Blyth, Jessica Tandy,
Sir Cedric Harwicke. Produced and directed by Zoltan Korda. Settings:
Russell A. Gausman and T.F. Ossendecker. Costumes: Orry-Kelly. Publicity:
Al Horwits, PL. 9-8000.